



Memorandum

TO: PARKS AND RECREATION
COMMISSION

FROM: Ed Solis

SUBJECT: Placemaking San José

DATE: 04-18-19

Approved

Date

The Parks, Recreation and Neighborhood Services Department (PRNS) will update the Parks and Recreation Commission about the 2018 Placemaking efforts by PRNS and provide updates on 2019-2020 efforts. Placemaking or Public Life as it will now be referred to is the reimagining and temporary programming of Public Space.

/s/

ED SOLIS
Recreation Superintendent
Parks, Recreation and Neighborhood
Services

For questions, please contact Ed Solis, Recreation Superintendent, at 408-793-5550.



SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

Placemaking SANJOSE

Safe, Vibrant, and Inclusive Neighborhood and Public Life



The diverse mosaic of people who live and play in San Jose deserve vibrant public spaces and places that are beautiful, clean, safe, and inclusive. The people of San Jose need community spaces that bring them together across generations, across cultures, and points of view.

VIVA CALLESJ

VIVA CALLESJ – Inaugural Program September 2015

25 miles of routes

395,000 estimated attendance

300 Runners took part of first ever **Run Viva CalleSJ 5k**

800 volunteers

Partnerships with Public Health, Non-profits, business, Neighborhood associations, churches, and schools.



Impacts of Open Streets



Bikes Equal Business



Disguised Social Integration



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17TH

SEPT | 2017
10AM TO 3PM

FOLLOW @VIVACALLESJ
HASHTAG #VIVACALLESJ
VISIT VIVACALLESJ.ORG

PRC AGENDA: 05-01-19

ITEM: VI. D.4.

VIVA PARKS NEIGHBORHOOD

VIVA PARKS 2018

52 activations Each Summer

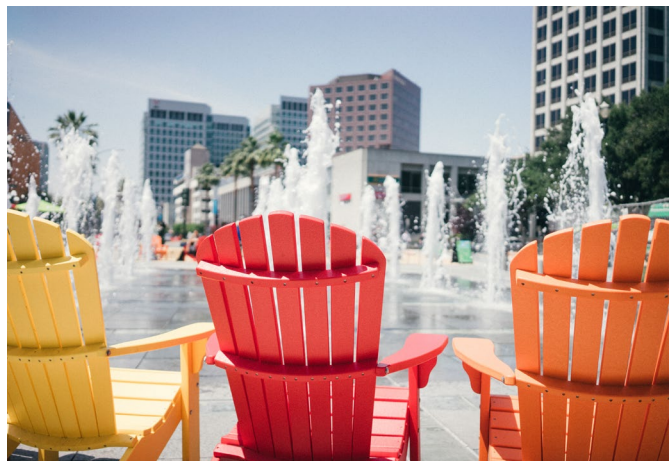
17-20 Different Parks

Approximately 9,000 residents engaged

Positive programming, physical wellness, civic engagement, and connecting people to people



VIVA PARKS DOWNTOWN



VIVA PARKS DOWNTOWN

26,653 Participants in 2018 alone

Wine and Painting Nights, Sunset Yoga, Pups and Brews, Poetry in the Park, Mommy and Me activities, Placemaking organic programming

Creation of a funding source for partners

Placemaking Collaborations such as Sunset Thursday, Finally Friday, and All City Brunch

Reimagining Public Space is vital...

Coming this Spring and Summer

- May 19th Viva CalleSJ
- Viva Parks Downtown
- Viva Parks Neighborhood
- San Pedro Square Pilot

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QUESTIONS